

General Government Committee

Linda Gorton-Vice Mayor  
Steve Kay-At-Large  
Chris Ford-1<sup>st</sup> District  
Shevawn Akers-2<sup>nd</sup> District  
Diane Lawless-3<sup>rd</sup> District  
Julian Beard-4<sup>th</sup> District  
Jennifer Scutchfield-7<sup>th</sup> District  
George Myers-8<sup>th</sup> District  
Harry Clarke-10<sup>th</sup> District  
Ed Lane-12<sup>th</sup> District

Staff:  
Jenifer Benningfield

**AGENDA**  
**GENERAL GOVERNMENT COMMITTEE**  
**September 10, 2013**  
**11:00am**

- |    |  |                          |         |
|----|--|--------------------------|---------|
| 1. | Approval of Summary  | Steve Kay                | (1-4)   |
| 2. | Relationship with the BGADD  | David Duttlinger/ Others | (5-18)  |
| 3. | Procedure for Underwriting or Sponsoring<br>One of Our Facilities or Parks | Geoff Reed/Roger Daman   | (19-26) |
| 4. | Parks Usage Agreements   | Jerry Hancock            | (27-28) |
| 5. | Items in Committee   | Steve Kay                | (29)    |

Future Committee Meetings

October 1<sup>st</sup>, 2013  
November 5<sup>th</sup>, 2013

"The General Government Committee, to which shall be referred matters relating to the general administration of government; The Department of Law; The Department of General Services; each department's respective divisions; and, any related partner agencies."



## General Government Committee

August 13, 2013

### Summary and Motions

Chair Steve Kay called the meeting to order at 11:03 AM. Committee members present were Vice Mayor Gorton, Chris Ford, Shevawn Akers, Julian Beard, Jenifer Scutchfield, George Myers, Harry Clarke, and Ed Lane. Committee member Diane Lawless was absent. Bill Farmer and Kevin Stinnett attended as non-voting members.

#### 1. 6.4.13 Committee Meeting Summary

Motion by Myers to approve the June 4, 2013 Committee summary. Second by Gorton. Motion Passed without dissent.

#### 2. Relationship with Bluegrass Area Development District (BGADD)

Kay stated that officials with the BGADD were unable to attend the meeting. He suggested that this item be deferred until the September 2013 meeting.

#### 3. Moving Human Resources Out of the Law Department

Commissioner Graham provided a recent history of the placement of the Division of Human Resources in the Department of Law. She also discussed the accomplishments of both the Department of Law and the Division of Human Resources, including the General Assembly approval of HB 390 which moved the Lexington-Fayette Urban County Government's (LFUCG) hiring system to a qualifying system. The qualifying system allows LFUCG to interview and hire any candidate that meets minimum qualifications for a position, as opposed to limiting interviews and hiring to the "top five" candidates. HB 390 also updated military preference and seniority.

Graham discussed other accomplishments such as the CHIPS rewards wellness program, competitively awarding voluntary benefit plans, the ongoing compensation study, and the reinstitution of the employee service awards.

Gorton discussed military preference and asked about the status of the compensation study. Graham stated that it was in the initial stage but should be completed before the FY15 budget is presented, so any recommended changes can be reflected in the proposed budget.

Gorton asked what disadvantages there would be in moving the division under the Chief Administrative Officer (CAO). In response Graham stated that the Council had the authority to move divisions and reorganize as they see fit.

Glenn Brown stated that CAO Sally Hamilton recommended keeping the Division of Human Resources under the Law Department. He stated that there may be a potential conflict regarding hearing grievances if Human Resources were under the CAO.

Beard stated that in the private sector, a Division of Human Resources was generally under the chief officer. He stated that a Division of Human Resources is a critical component of any organization.

Clarke stated that he did not understand why the Division of Human Resources was under the Law Department. He asked if there was any thought to creating a Department of Human Resources.

In response Graham stated that it was worth noting that nothing would prohibit Council from creating a Human Resources Department.

Kay stated that he had not heard any compelling rationale for moving the Division of Human Resources out from under the Law Department. He asked what the rationale was for the General Government link recommending this move.

In response Gorton stated that the link wanted to examine the issue to determine where the Division of Human Resources would be best located.

Motion by Clarke to keep the issue in Committee and to examine the issue of creating a Department of Human Resources. Seconded by Gorton. Motion passed without dissent.

Myers discussed the CHIPS reward program. He asked if it was limited to employees in the health benefit program. He stated that it should include all LFUCG employees and their families, as it would improve absenteeism and worker productivity. In response John Maxwell stated that the program was limited to just benefits enrollees, as it was developed to reduce benefit costs.

#### **4. Procedures for Underwriting or Sponsoring One of Our Facilities or Parks**

Geoff Reed, the Commissioner of General Services, introduced the item. Roger Daman said that he had reviewed the draft policy and made the changes that the Committee recommended at the previous meeting.

Daman discussed giving levels, the catalog of park needs, partner organization recognition, naming rights, and the naming rights approval process

In response to a question from Beard about off-site recognition, Daman stated that that it would include recognition on Lexingtonky.gov and other sources off-site of the facility or park.

Beard also discussed the duration of temporary signage recognition. In response Daman stated that the signage would be up until the project construction was completed.

Scutchfield asked about the capacity of development fundraisers. She stated that development would need to be a full-time commitment to be successful.

Reed agreed and stated that Parks had one position committed to development and fundraising in addition to the present duties of the position.

Myers discussed the catalog of potential sponsorships. He stated that it should be park specific due to the unique nature of each park or facility. Myers also discussed concerns he had with advertising on GTV3. He stated that it could be inferred that he as a Councilmember endorsed a product because it was advertised during a Council Report on GTV3. He wanted Council to understand the full implication of that strategy.

Brown stated that the CAO was aware of the issue and the office is examining that strategy, as well as other issues in Government Communications.

Reed agreed, but stated that the policy needed to have flexibility in its implementation.

Lane stated that the Administration should develop an inventory of sponsorship opportunities throughout government. He also suggested that development fundraising could be outsourced to a professional marketing firm.

Gorton asked if the Administration had determined what would happen with revenue from marketing efforts. She stated that maintenance needed to be considered if we marketed a park facility or event.

Reed agreed that maintenance of venues was critical.

Akers stated that she agreed that development fundraising needed to be performed by someone with expertise in that field. She also supported the catalog approach.

Scutchfield asked if Parks had a full-time grant writer. In response Reed stated that they did not, but staff was assigned grant management as part of their duties.

Scutchfield asked if grants awards are tracked. She requested a list of grants that Lexington had been awarded as well and applied for over the last year.

Reed stated that that could be obtained and sent to Council.

In response to a question from Myers, Daman stated that the policy discouraged the renaming of parks because the community may know a park or facility by its original name.

Myers discussed concerns he had with the Parks Master Plan. He discussed efforts to get a master plan completed and implemented for two parks in his district:  
Berry Hill and Gainesway.

Reed agreed and stated that donors wanted to be involved in the planning process.

Clarke suggested that the sponsorship and fundraising program could be expanded to include events such as art fairs and concerts. Reed agreed.

Akers volunteered to work with the Administration to meet potential donors to support park needs in the 2<sup>nd</sup> District.

Kay addressed maintenance of the facility or park investment. He also supported a full-time development professional and stated that it was long overdue. He also asked what the next step was. He stated that it appeared that the Committee was supportive of the changes incorporated in the draft policy.

Daman stated that this was anticipated to be a CAO policy. He would re-draft the policy reflecting the changes and submit it to the Committee at its next meeting.

Akers requested that the Administration submit a policy in a strikethrough format so that the Committee can track the changes that have been made.

Kay agreed and asked for both a strikethrough version and a clean final draft for comparison.

Ford suggested that the draft policy be forwarded to the Parks Advisory Board for comment as well. He noted that two Councilmembers were on the Advisory Board.

## **5. Items Referred to Committee**

Kay stated that the first two items on the referral list, "Relationship with the BGADD" and "Procedure for Underwriting or Sponsoring One of Our Facilities or Parks" would be part of the September 10 Committee agenda. He stated that "Moving Human Resources from the Department of Law" would take some more study.

Akers asked that "Usage Agreements with the Division of Parks & Recreation" be part of the September agenda as well.

The meeting adjourned at 12:35 PM.





# LFUCG General Government Services Committee Work Session

Current and Future Partnerships  
between LFUCG and BGADD

September 10, 2013

# Structure and Mission of BGADD

- Created in response to federal initiative - 1960s
- Organized under KRS 147A, enacted in 1972
- Official Designations:
  - Designated planning and development agency, Agency on Aging, Economic Development District, Title V Senior Employment and Home Healthcare, Administrative and Fiscal Agent for WIB
- BGADD Services:
  - ED, HR, Planning, PAS, grant writing/administration, workforce training, marketing, IT/GIS/GPS
- 501 (c) (3) – political subdivision/unit of local government



# Board Structure / Membership

- 75-member Board
- Each county (17) has at least two public officials and two citizen members
- Counties with a 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> class city, the mayor of the second largest city is on the Board (currently Wilmore, Berea, Junction City, and Millersburg)
- Three at-large members
- Quarterly meetings



## Executive Committee

- Full power of the Board, carryout policies, direct activities of the ED, meet monthly
- 17-members, one per county
- Composed of 9-elected and 8 citizen members
- Chair of the Board appoints the directors of the Executive Committee
- Officers of Board serve as officers of the Executive Committee

## Elevator Speech for ADDs...

- Tertius Iungens – “Third Who Joins”
- Governing through Cooperative Networks
- *Planning* - to maximize resources.
- *Projects* – to promote development.
- *Programs* – to improve the quality of life for citizens in the region.
- *“Success is accomplished by not creating the best cities in the Bluegrass but by creating the best Bluegrass for our cities.”*

# AAIL - LFUCG Partnerships

- Title IIIB funding to the Senior Center
- Homecare Program to frail elderly in Fayette County
- BGADD staff serve on Mayor's Commission for

## Aging

- Jointly plan for one day workshops
  - Home Worker Registry
  - Aging Consortium meetings
  - Challenges of Aging Conference
  - Next Best Years Conference
  - I know Expo



## BGADD GIS - LFUCG Partnership

- Mapping services started in 2009 for Div. of Water Quality
- Cost - \$12.56/point vs. Eng. Cost Est. of \$44.10
- GPS all structures – manholes, curb inlets, surface inlets, treatment structures, headwalls, retention and detention basins
- Collected and submitted 40,000 storm water structures



# BGADD/WIB - LFUCG Partnership

- Steps to Success Youth Competition
- Workforce Summit
- Bingham Job Fair
- LexMark Job Fair
- Amteck
- HOPE
- HIRE
- MCSI

# BWIB Market-Driven Program



Advanced  
Manufacturing



Health Care

Based on information gathered during the Strategic Planning Process, the BWIB elected to focus on 4 high demand areas.



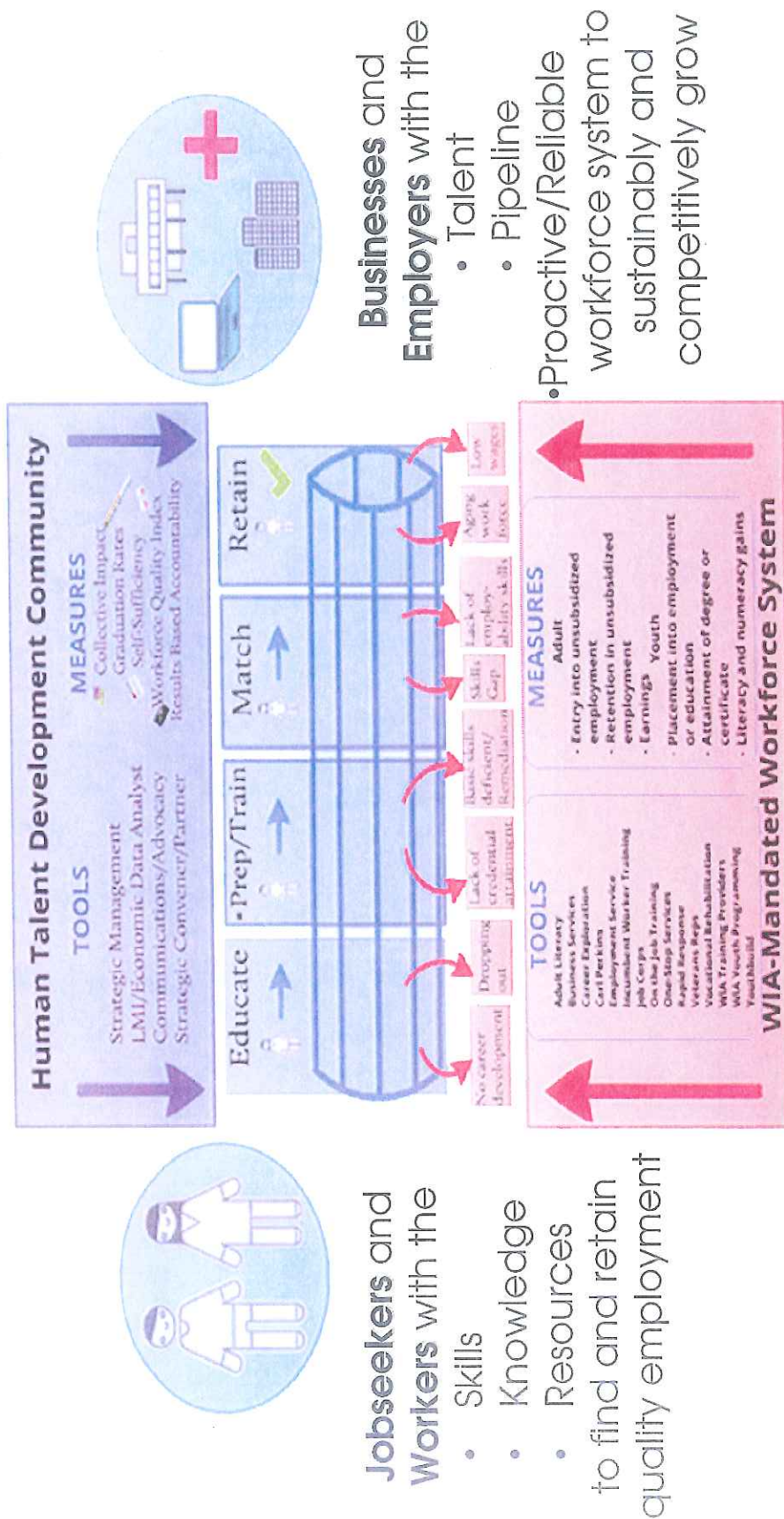
Information  
Technology



Transportation



# Market-Driven Program



## The WIB's Role Investing in Human Talent

# Committee Members

- Development Advisory Committee
  - Barbara Ellerbrook, Cheryl Feigel, Saron Rogers, Les Renkey, Sue Smith
- Homeland Security
  - Ronnie Bastin, Keith Jackson, Jason Ruthermund, Pat Dugger, Rick Curtis
- Human Services
  - Beth Mills, Jack Burch, Malcolm Ratchford, Michael Johnson, Marian Guinn, Brad Shattuck, John Kiebler, Rick Christman
- Natural Resources & Env. Protection
  - Paul Swoveland, Jim Redmann, Stephen Isaacs, Tom Ern, Christy Trout



## Committee Members (continued)

- Tourism, Historic Pres. & Recreation
  - Bill Marshall, Matt Boyd, Liz Short, Cynthia Matthews, Linda Doerge,
- Aging Council
  - Joy Payne, Carol Rickwald
- Regional Planning Council
  - Janice Westlund
- Regional Transportation Council
  - Amelie Charron (UK), Max D. Conyers (Lex. MPO), Jared Forte (Lextran), Rob Hammons (Lex. MPO), Jeff Neal (LFUCG), Roger Kirk (BCAP), Bret Blair/Robert Nunley/Randy Turner (Dist. 7)

## Committee Members (continued)

- Work Force Investment
  - Brad Mills, Chris Douglas, James Coles, Mark Manual, Barry Lindemann, Daryl Smith, Lynette Walker

# Opportunities for Collaboration

- Regional Land Use Plan
- Merged Effort on Comprehensive Economic Development Strategy (CEDS)
- Bluegrass Higher Education Consortium
- Regional Transportation/Transit Planning
- Joint Applications on Federal NFO's
- High School Outreach
- Work Ready Community
- Senior Center Produce Auction



# Lexington Fayette Urban County Government

## Donation Guidelines

**DRAFT**

**8/30/13**

### 1. INTRODUCTION

The Lexington Fayette Urban County (LFUCG) Division of Parks and Recreation recognizes the enormous value of direct community support. Lexington parks are very fortunate to receive support from hundreds of community members who regularly give time, money, property, and individual expertise to help ensure the parks system continues to thrive and provide vital benefits and quality of life for Lexington residents. Whether through foundations, corporations, non-profit organizations, service clubs, or as individuals, these community members work to augment park development, maintenance and improvement program budgets adopted annually by the Urban County Council.

### 2. GOALS

The goals of LFUCG in accepting donations and/or honoring service to our community are:

- To encourage investments of funds and in-kind donations from diverse sources to enhance LFUCG's ability to provide the highest quality parks system to Lexington citizens as well as impress upon visitors that may consider relocation.
- To preserve the character of the Bluegrass that makes Lexington unique for its residents and visitors.
- To ensure that donors are treated with consistency and fairness.
- To recognize outstanding service to our community.
- To remain consistent with our community's values and traditions.

### 3. GUIDELINES

These guidelines shall apply equally to donors and/or people and organizations that have served our community through their time and efforts. Exceptions to these guidelines may be made only by the Commissioner of the LFUCG Department of General Services.

### 4. DONATIONS

To make a donation, anyone may contact the Division of Parks and Recreation for consideration. Information is available online at [www.lexingtonky.gov](http://www.lexingtonky.gov) or by calling 288-2960.

Donations will be reviewed by staff for consistency with these guidelines. Donations will be reviewed in a timely manner, typically within 60 days of submission. The Division of Parks and



Recreation retains the right to accept or deny any donations, except as described in *Appendix A, Naming Policy for Park Lands, Features and Facilities*. Special requests or appeals may be submitted in writing to the Division of Parks and Recreation Director.

## 5. GENERAL DONATION CRITERIA

Donations shall be consistent with the following criteria:

- a) Donations typically must complement the needs of a specific park or facility regarding use, management or improvement of the park or facility unless otherwise approved by Urban County Council.
- b) In the absence of an adopted plan or prioritized list of approved projects for a particular location, donation requests must demonstrate consistency with the customary use and/or the future use of the location, as determined by LFUCG Division of Parks and Recreation staff review.
- c) Donations shall include the true cost of donated items including staff time, labor, materials, and permits used in procurement and establishment of the donation.
- d) Corporate donations are encouraged but shall not constitute an endorsement of or by the LFUCG Division of Parks and Recreation. Donations implying or suggesting commercial advertising or solicitation will typically not be accepted.

## 6. RECOGNITION OF DONATIONS

It shall be the goal of the Division of Parks and Recreation to recognize all donations in one or more forms according to these guidelines. In order to protect park resources, values, and the experience of park users, methods of recognition and utilization of contributions shall fully respect the function, public values, needs, master plans, and priorities of park property and facilities.

Such recognition and utilization of contributions shall be appropriate to the character of each individual park, shall not detract from park users' experiences or expectations or impair the visual properties of the park environment, shall not be perceived as advertising or commercializing the park, and shall not create a feeling or perception of proprietary interest.

- a) In the interest of equal treatment of donors, recognition of donations shall be made in accordance with standardized giving levels (as outlined on page 3 of these guidelines).
- b) All on-site recognition shall be subordinate to, and harmonize with the characteristics of a park or facility and surroundings, and shall not inhibit routine park maintenance, use and enjoyment or detract from the park's values or interpretive message.
- c) In all forms of recognition, a donor's wishes for anonymity shall be respected.
- d) Corporate tag lines or marketing messages shall not be permitted on any form of recognition.

- e) Naming for Urban County Government parks or features shall be administered according to a Naming Policy (see Appendix A).
- f) Individuals or Entities that reflect values contrary to those of LFUCG shall not be recognized. If in question, determination shall be made by Council.

## 7. GIVING LEVEL STANDARDS

Recognition of donations through the above-listed methods shall occur according to the following giving level standards. Each giving level may include one or more forms of recognition where appropriate. Standards may be refined or modified through a pre-determined donation program, fundraising campaign, or partnership agreement developed and administered by, or in cooperation with LFUCG.

LFUCG giving levels are as follows:

Up to \$500 .....	Letter of recognition
\$501 - \$2,500 .....	Off-site recognition
\$2,501 - \$5,000 .....	Temporary sign
\$5,001 - \$10,000 .....	Integrated sign
Over \$10,000 .....	Plaque or permanent marker

\*Recognition will also incorporate benefits from the preceding giving levels

## 8. METHODS OF RECOGNITION

### *Letter of Recognition*

A letter of recognition and thanks will be sent to all donors. The letter will acknowledge the amount of the gift, the donor, special circumstances that apply, and the date of acceptance. The letter will serve as evidence of the gift for the purpose of the donor's tax records. The letter will not attempt to value non-monetary gifts.

### *Off-Site Recognition*

New and innovative methods of off-site recognition will continually be developed to honor the generosity of community donors. Advertisements of companies or their services shall be prohibited. Examples include:

Website Donor List – Donors may be listed on the LFUCG website to recognize and appreciate donor contributions.

Social Media – Donors may be given recognition on LFUCG's social media platforms.

Other Publications – Printed materials such as calendars, maps, guides, books and brochures may include recognition of an underwriting sponsor, or, as appropriate, credit contributions towards a specific park, feature, facility, or program.

### *On-Site Recognition*

Temporary Signs – Temporary signs may be used to acknowledge donor contributions on-site for a period of no longer than a year. Temporary signs shall be uniform, of appropriate design and scale, and clearly indicate the Division's recognition of the donor's contributions.

**Integrated Signs** – Recognition of donor contributions may be considered on certain directional, interpretive, and informational signs. Recognition shall be clearly and substantially subordinate to the sign's intended message or information.

**Permanent Plaques** – Permanent plaques may be permitted only with the approval of the Director and may be proposed only for significant contributions (time, money, land, etc.) providing exceptional, long-term benefit to a park or facility. Permanent recognition plaques shall be placed only in developed areas in conjunction with existing facilities (e.g., visitor center, parking area, environmental education center, entry area, etc.) and shall be consistent with the character and features of the park as determined by Division of Parks and Recreation staff.

**Interpretive Programs** – Recognition may include mentioning a donor's contribution during selected interpretive programs, events, or materials.

## **9. NAMING**

A complete naming policy for park lands, features or facilities with a market value equal to or greater than \$50,000 is outlined in Appendix A of the Division of Parks and Recreation Donation Guidelines.

## **10. RECOGNITION OF MEMORIAL GIFTS**

Memorial donations (gifts made in memory of a deceased person) shall stay consistent with the LFUCG Parks and Recreation giving levels that have already been determined.

## **11. EXISTING ON-SITE RECOGNITION**

Donor recognition and memorials established prior to the enactment date of this document shall be allowed to remain until such time as they are removed or replaced in accordance with these guidelines.

## **12. CATALOG PROGRAMS**

Catalog programs may be developed to raise funds for specific park-related needs. Catalogs may offer a variety of items such as picnic tables, benches, trees, shrubs, perennials, and building materials at a pre-determined donation amount. Catalog programs shall be reviewed and approved by the Division of Parks and Recreation Director for content, methods, and adherence to these guidelines prior to establishment. Catalog programs shall include a price list and description of a variety of items. All prices must include necessary maintenance costs.

Catalogs could include the assessed value of visibility during Parks programming, banners, appearances and other such opportunities offered by the Division of Parks and Recreation. Packages of these opportunities could also be included in catalogs.

Catalog programs may be extended in the future to include a list of top priority projects that would require additional funding to complete.

## **13. PARTNERSHIPS/ADOPTION PROGRAMS**

The Division may elect to enter into a partnership with other organizations for purposes of soliciting donations for a specific program, project, or event. Partnerships represent a special



relationship in which the Division and partner organization(s) cooperatively pursue a common goal for community benefit supporting the mission of the Division of Parks and Recreation. A written agreement shall be drafted and signed by both parties prior to dedication of significant Urban County resources such as funding or staff time. The agreement shall establish the goals, expectations, commitments and obligations, roles, time line, and specific outcomes, and other pertinent information for the partnership. Recognition of partner organizations' contributions shall follow guidelines for donor recognition as established in this document, unless otherwise stated in the partnership agreement.

Adopt-a-Park, Adopt-a-Trail, and other adoption programs provide significant community support of specific parks and facilities through volunteer labor or other donations in exchange for recognition of this support. Adoptions shall be documented in a signed agreement, and may be recognized through a sign located at the place of adoption for the duration of the adoption. Adoption signs shall be consistent with park sign design standards, and shall be subject to the approval of the Division of Parks and Recreation Director.

The Division of Parks and Recreation recognizes that in some cases it may be more beneficial for partner organizations to directly pay for pre-determined needs, rather than giving a monetary donation to Parks for the service. Parks will encourage and recognize these gifts in the same manner as monetary contributions.

Partner organizations will be recognized for their contributions on an annual basis, rather than based on individual donations.

#### **14. MAINTENANCE OF SIGNAGE**

Maintenance costs and upkeep of signage shall be provided for by the donor. For maintenance policies and procedures for naming parks, features and facilities, see Appendix A, section 7.



## APPENDIX A

# NAMING POLICY FOR PARK LANDS, FEATURES AND FACILITIES

This policy does not apply to park lands, features or facilities of fair market value less than \$50,000. Those park lands, features or facilities of fair market value less than \$50,000 are subject to recognition based on the giving level standards found on page 3 of the LFUCG's Donation Guidelines.

### 1. INTRODUCTION AND PURPOSE

The Lexington Fayette Urban County Government (LFUCG) Division of Parks and Recreation shall oversee the naming of park lands, features and facilities within the Lexington parks system, with the exception of certain large buildings such as community centers and aquatic facilities. To ensure fair and consistent application of naming, all park lands, features and facilities requiring naming, or for which formal naming is requested, shall be evaluated and processed in accordance with these guidelines.

### 2. GOALS

The goals of LFUCG in accepting donations are:

- To encourage investments of funds and in-kind donations from diverse sources to enhance LFUCG's ability to provide the highest quality parks system to Lexington citizens as well as impress upon visitors that may consider relocation.
- To preserve the character of the Bluegrass that makes Lexington unique for its residents and visitors.
- To ensure that donors are treated with consistency and fairness.
- To recognize outstanding service to our community.
- To remain consistent with our community's values and traditions.

### 3. JURISDICTION

The establishment of formal legal names of permanent real property owned by the LFUCG, including parks, requires legislative action and cannot be accomplished through administrative action. Only the Urban County Council retains the authority to carry out legislative action to establish legal names. Features or distinct areas within parks, however, such as picnic structures or gardens, can be named through administrative action.

### 4. NEW PROPERTY AND FEATURES

As new property is acquired and new features are constructed, the LFUCG Division of Parks and Recreation typically establishes a name based on one or more of the source criteria listed below.

- **Adjacent Street** - Names referencing an adjacent street.

- **Geography** – Names referencing geographical characteristics of an area near the park or facility, with consideration being given to archeological, geological, topographical, botanical, zoological, or human-made geographical characteristics. Geographical names shall reference features expressing timeless qualities likely to maintain name appropriateness over time.
- **History** - Names referencing a historic person, place, culture, or event associated with the land or facility.
- **Subdivision/Neighborhood** - Names referencing the surrounding neighborhood or subdivision comprising a significant portion of the park service area.

## 5. RECOGNITION NAMING

Naming park land or features in recognition of a person, group or entity shall be considered in accordance with our community's values and traditions as well as one or more of the following criteria:

- **Donor** - Names referencing a donor, or a name suggested by a donor, may be considered in exchange for significant contributions that benefit the division's long term development goals. Naming of land, where the land itself is donated, may be considered where the appraised value of the donated land is \$500,000 or greater or where the donated land represents at least 66% of the area of a particular park. Naming of donated features constructed using donated funds, may be considered for donations of \$100,000 or greater or where the donation represents at least 66% of the feature construction or acquisition cost.
  - The division recognizes that in some cases, it may be beneficial to utilize a 10-year agreement for naming features or park lands, which can be extended with subsequent gifts to offset costs and upkeep.
  - Annual monetary and/or in-kind donations may be recognized over a period of time if they meet requirements and reach the above thresholds.
- **Honoring a Deceased Person** – Park lands and features may be named to honor a person who has been deceased for at least two years to recognize an extraordinary service or gift to the community.
- **Group Recognition** - Park lands and features may be named to recognize an organization or group for extraordinary gifts or service to the community.
  - Non-Profits, Partner Organizations, and extraordinary volunteer efforts along with other in-kind donations can be recognized for their annual or long term gifts.

Individuals or Entities that reflect values contrary to those of LFUCG shall not be recognized. If in question, determination shall be made by Council.

## 6. RENAMING PROCEDURES

In order to respect the historical tradition and community values which previous generations bestowed on these resources, the renaming of a park, facility or feature will be discouraged.

However, requests for renaming may be made by citizens or organizations and should be directed to the LFUCG Division of Parks and Recreation. Such requests will need the support of the Parks Advisory Board to be considered by the Urban County Council who has ultimate approval authority.

## **7. MAINTENANCE OF DONATED PARKS, FEATURES AND FACILITIES**

An endowment for at least 50% of the cost for continued maintenance of the donated park, feature or facility shall be provided for by the donor for the estimated useful life of the park, feature or facility.

## **8. NAMING APPROVAL PROCEDURES**

The process for all naming requests and proposals shall be initiated by the Division of Parks and Recreation. Requests shall be reviewed by Division of Parks and Recreation staff with recommendation to the Director. The Director of Parks and Recreation shall forward a recommendation to the Commissioner of General Services. Upon review, the Commissioner of General Services will provide a recommendation to the Mayor's Office. The Mayor's Office will present a recommendation for Council consideration and approval.





Lexington-Fayette Urban County Government  
DEPARTMENT OF GENERAL SERVICES

Jim Gray  
Mayor

Geoff Reed  
Commissioner, General Services

## MEMORANDUM

From: Jerry Hancock, Director of Parks and Recreation  
To: Geoff Reed, Commissioner of General Services  
General Government Committee members  
Date: September 3, 2013  
Subj: Programming Youth Athletic Leagues

LFUCG Parks and Recreation provides youth sports and athletic programs in two different ways.

The first is through recreation level **Parks & Rec programs**, which are supervised, staffed and managed by Parks employees and volunteers. Baseball, basketball, cheerleading, football, softball, tennis clinics and teams, for participants from 5 – 15 years of age, as well as adult softball, tennis, and volleyball are offered in various parks across the city. These programs use civil service and seasonal/part time employees as game supervisors, and manage the efforts of hundreds of volunteers, and manage the individual budgets, promote and manage sign ups, assure adherence to our policy and procedures, including our Verbal and Physical Abuse Policy, and Parks Personal Protection Policy, among others. Parks evaluates scholarship requests, collect fees, provide equipment and maintain facilities where games and practices are held. Volunteer coaches and supervisors are background checked and supervised on the field of play, and game fields are assigned for the season. No agreements are in place, as these programs are LFUCG funded and managed, and fields are assigned and maintained as needed, by Parks..

The second model, used for **youth baseball and soccer**, is the **outsourcing to local organizations**. Competitive baseball is provided to the youth of the community through 'Franchise Baseball Leagues'. Each of these leagues have agreements with their national franchise (Babe Ruth, Cal Ripken, Little League etc.) under whose guidelines they operate for play rules, recruitment, protection policies and the like. In summary, the league, their primary fields and most recent participation, are:

<u>League</u>	<u>Parks/Fields Used</u>	<u>Players</u>
Bluegrass Fast Pitch Softball	Cardinal Run/Gainesway	531
Eastern Little League	Ecton/Lansdowne Merrick	568
North Lexington Babe Ruth	Constitution	97
Northern Cal Ripken	Kenawood/Marlboro/Mary Todd	563
Southeastern Babe Ruth	Veterans Park	286
Southeastern Cal Ripken	Veterans/Meadowbrook/River Hill	1,178
S. Lexington Youth Baseball	Shillito/Meadowbrook	1,127
S. Lexington Babe Ruth	Shillito	382
Southwest Lexington Pony	Cardinal Run/Garden Springs	650
Western Little League	Cardinal Run/Wolf Run	633
	Total	6,015

These programs are facilitated on LFUCG fields via Facility Usage Agreements which are completed on an annual basis for both spring and fall season leagues. The Urban County Council approves these agreements, which assign specific start and end times, and field assignments. These leagues have had long term use of their respective fields, and have invested heavily in the development and improvement of the facilities.

Programming for soccer is provided by the Lexington Youth Soccer Association, which is affiliated with USA Soccer. League play is divided into four categories, for youth from Under 5 to Under 19 years of age, and for adults. In the spring season, 2,870 individuals played over 1,500 games with LYSA.

- Youth, for boys and girls from 5 to 19, who can choose between single sex or co-ed leagues
- TOPS (The Outreach Program for Soccer) for young athletes with disabilities
- Adult, 6 levels of experience and co-ed opportunities in both competitive and recreational leagues
- LFC (Lexington Football Club) is a competitive league for boys and girls ages 9-19, which allows elite players to travel throughout the eastern US for competition

A large number of volunteer are used, ranging from team coaches and assistants, team marshals., team parents, division coordinators and volunteer coordinators, for cost-effective management of the effort. Games are played at Masterson Station Park, Berea Road space owned by the state, and at the Farm Bureau field on Leestown Road with a total of about 30 fields which LYSA has built themselves with virtually no assistance. Parks does not provide soccer leagues or instruction, and relies on LYSA for both recreation and competitive level soccer for the community.

LYSA has a concession agreement (so named by the US Dept of Interior) through the National Parks Service , to manage soccer at Masterson Station Park, in the 'soccer play area', as designated in the original Memorandum of Understanding which was part of the property transfer in 1972.

Please let me know if there are additional questions about this.

## General Government Committee Referrals

Item	Referred By	Date Referred	Status
Relationship with the BGADD	Myers	04/12/12	06/04/13
Procedure for Underwriting or Sponsoring one of our Facilities or Parks	Gorton	03/06/13	06/04/13
Moving Human Resources from the Department of Law to the Office of the CAO	Gorton/Link	06/20/13	
Usage Agreements with the Division of Parks and Recreation and Athletic Groups that Partner with them	Akers	07/02/13	
Building Security, 200 East Main Street	Gorton	08/29/13	